GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:413
ANSWERED ON:20.11.2007
EXPORT OF SPICES
Siddeswara Shri Gowdar Mallikarjunappa

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Spices Board has made any study on the potential for exports of various spices;

(b) if so, the details thereof, item-wise;

(c) the details of any promotional activity undertaken by the Spices Board for export in the current fiscal year;

(d) whether the Spices Board has got any export orders during the current financial year;

(e) if so, the details thereof;

(f) whether any of such spices are produced in Karnataka; and

(g) if so, the details thereof alongwith production quantity and potential for export?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a) & (b): Yes Sir, Spices Board has conducted market studies on the potential for exports of selected spices as detailed below:

i) Market study in USA for Branded Spices : The Board had engaged M/S Accenture India Pvt. Ltd to conduct a study for marketing of Indian spices in branded forms in the retail markets of USA. They have identified different market segments that exist in US spice market based on interactions with leading players in the spice trade. To popularize Indian spices in brand form, Board has registered `Flavourit` brand spices and launched in California, in USA.

ii) Market study in Gulf countries - M/s Tata Consultancy Services Ltd, conducted a market study on Indian cardamom in GCC countries, targeting the Arab population and Indians in Middle East Markets. They have identified the requirement regarding packaging, labeling, food safety and such other legal provisions to be complied with in the concerned country.

(c): Spices Board undertakes various promotional activities to promote export of spices such as:

$ Adoption of Hi- Tech processing
$ Technology and Process Upgradation in processing units
$ Upgrade/establish quality control facilities/ procedures
$ Packaging development and Bar Coding
$ Sending business samples abroad
$ Trade promotion tours
$ Brochure printing
$ Participation in international fairs/meeting/seminars.

(d)& (e) : Board does not directly undertake any trading /export activities as its role is of a facilitator. In the first half of financial year 2007-08, spices exports from India has reached the level of 219640 tonnes valued at Rs. 2100.34 crore as compared to the export performance of 180500 tonnes valued at Rs. 1627.52 crore in the same period of 2006-07. The achievement during the year is higher by 22% in quantity and 29% in terms of value.

(f) & (g): Major spices produced in Karnataka are cardamom (small), pepper, chilli, ginger, turmeric, garlic, vanilla, coriander, tamarind etc The total quantity of spices produced in Karnataka during 2006-07 is 636859 tonnes. Chilli, turmeric, vanilla, tamarind, pepper and cardamom have potential for export.